IN THE SPECIFICATION

Please add the following paragraph before the first paragraph beginning at page 1, line 1:

CROSS REFERENCE TO RELATED APPLICATION

This application claims the benefit of U.S. provisional application serial no. 60/537,803 filed January 20, 2004, which the entire subject matter is incorporated herein by reference.

Page 1, paragraph beginning on line 16, please amend as follows:

Systems are known that receive input from a user in the form of implicit and/or explicit input about content that a user likes or dislikes. As an example, co-pending, commonly assigned U.S. Patent Application Serial No. 09/466406, filed December 17, 1999, by Gutta et al., entitled Method and Apparatus for Recommending Television Programming using Decision Trees, now U.S. sPatent 6,727,914 incorporated herein by reference as if set out fully herein, discloses an example of an implicit recommender system. These implicit recommender systems recommend content (e.g., television content, audio content, etc.) to a user in response to stored signals indicative of a stored user profile and user viewing/listening history. For example, a television recommender may recommend television content to a viewer based on other television content that the viewer has selected for watching. By analyzing content that was watched previously, the television recommender, determines characteristics of the watched content and then tries to recommend other content having similar

characteristics. This process tends to be cumulative in that the more content that the television recommender analyzes (the more television shows that the viewer watches and that the television recommender analyzes), the better the recommendations from the television recommender tend to be. In fact, many television recommender systems work better as more content is analyzed. Many different types of mathematical models are utilized to analyze the implicit data received to determine what a user may want to watch.